

NURSES WEEK

2020 TOOLKIT

Utilize the NOVA Nurses Week Toolkit resources to show your VA Nurse pride in *celebration* of **Nurses Week 2020.**

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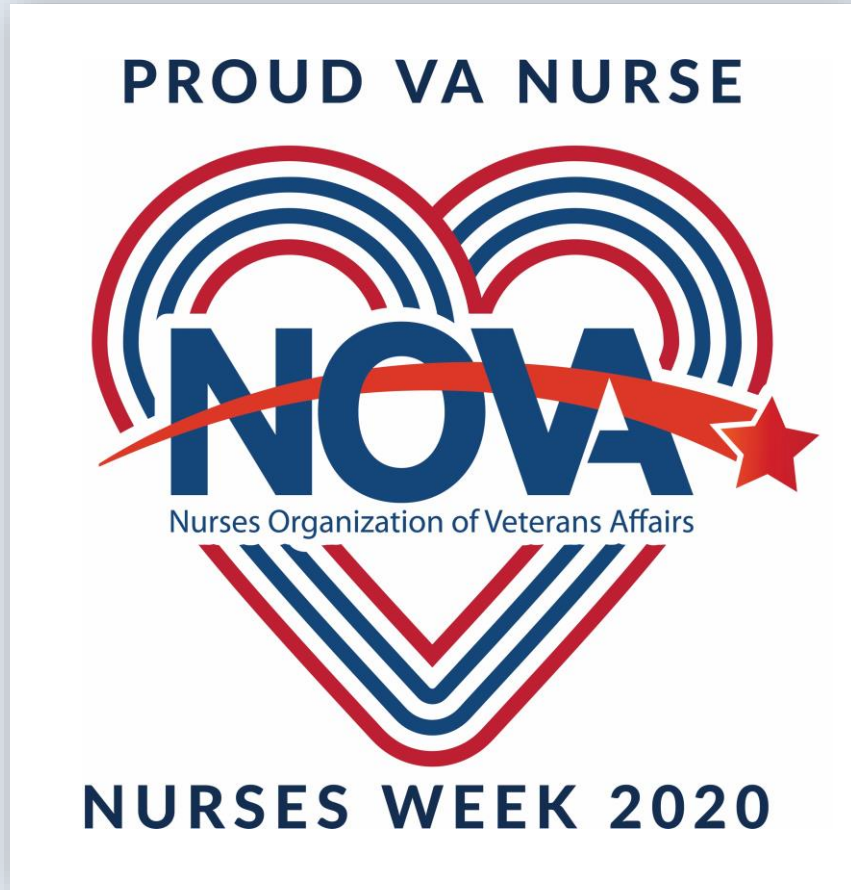
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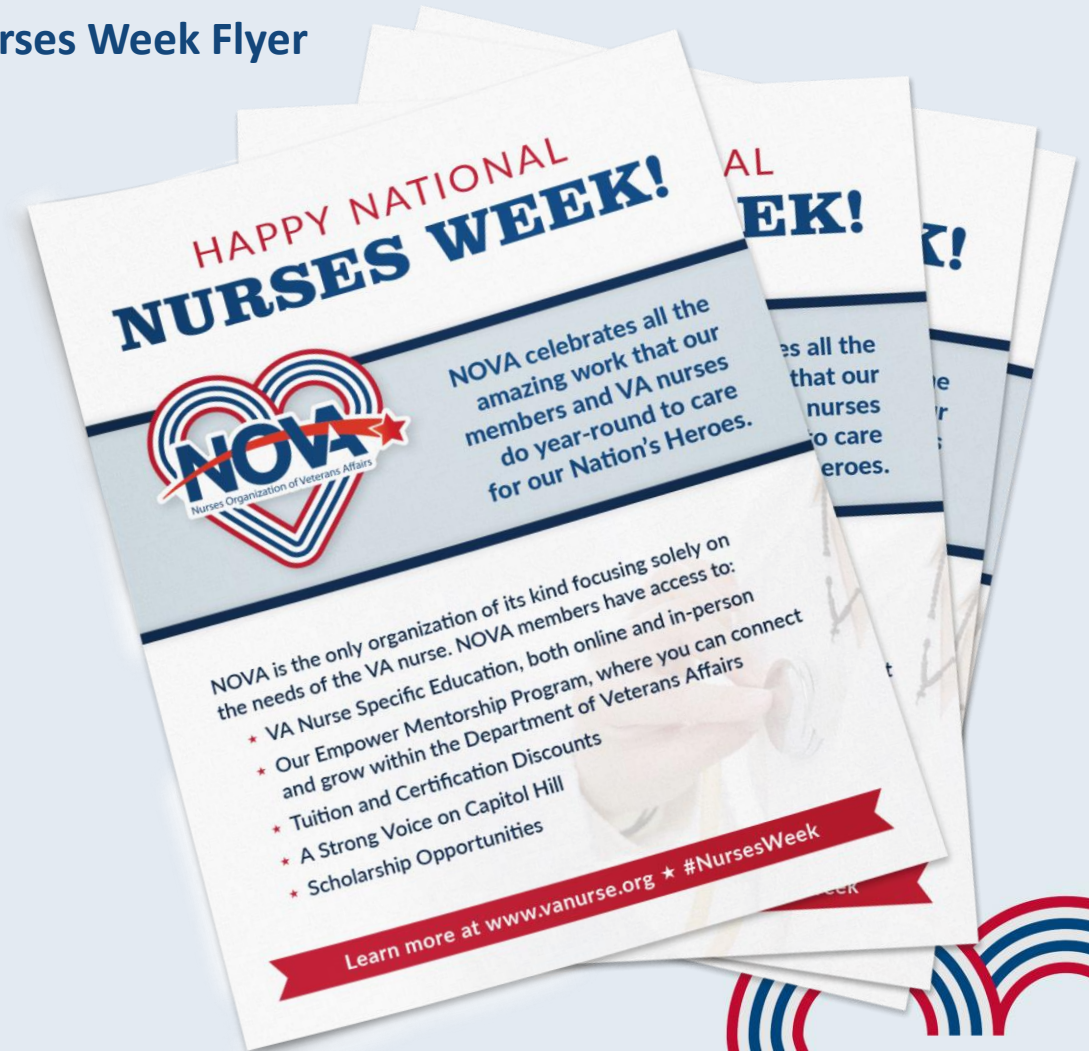
Nurses Week Logo and Flyer

NURSES WEEK 2020 TOOLKIT

Nurses Week Logo



Nurses Week Flyer



Social Media Tips and Sample Posts

Here you will find sample social media messages that you can adapt and share to promote Nurses Week on:

- Facebook
- Twitter
- LinkedIn

Facebook

- Share posts from the NOVA page directly with your friends on Facebook or create posts of your own. Here are some tips for using Facebook to celebrate Nurses Week:
 - ‘Like’ the [NOVA page on Facebook](#) and interact with others by sharing, liking, and commenting on posts related to Nurses Week.
 - If you are connected with colleagues or industry professionals on Facebook who do not currently ‘like’ the NOVA page, you can share the page by clicking the ‘Invite Friends’ link in the community column to the right.



Twitter

- Engage with your followers on Twitter and share messages that direct others to the NOVA website and the [NOVA Twitter page](#). Here are some tips for using Twitter to celebrate Nurses Week:
 - Twitter limits messages to be 280 characters (including accompanying links), so it's acceptable to omit punctuation and abbreviate words when needed. Shorten links using Bitly.com in order to save space!
 - By including the NOVA handle in your posts (@NOVANurses), you are helping to drive other Twitter users to visit and follow the page.
 - Don't forget the hashtag! Hashtags are words or phrases that can be tracked, simply by clicking on them. When the pound sign (#) is put at the beginning of a word or phrase, it becomes a clickable link to a thread of all recent posts using the same word or phrase as a hashtag.



LinkedIn

- Share posts from the NOVA page directly with your connections on LinkedIn or create posts of your own. Here are some tips for using LinkedIn to celebrate Nurses Week:
 - ‘Like’ the [NOVA company page](#) on LinkedIn and interact with others by sharing, liking, and commenting on posts related to Nurses Week.
 - You can share the NOVA Nurse Week Toolkit by clicking the LinkedIn icon at the top of this page!



Instagram

- Share high quality digital photos related to NOVA and Nurses Week with your professional network. Here are some tips for using Instagram during Nurses Week:
 - Take pictures within the app or use photos that already exist in your camera roll showing off your NOVA swag!
 - Save photos posted by @NOVANurses to your smartphone, then share with your audience.
 - Connect your Instagram account to your personal Facebook account for increased exposure and engagement.
 - Instagram prevents links in captions or comments from being clickable, so avoid using them.
 - Use handles (@NOVANurses) in your posts to help drive other Instagram users to visit and [follow the page](#).
 - Just like Twitter, don't forget to use relevant hashtags!



Sample Social Media Posts

- You can use the content and images below to share on Facebook & Twitter. To download the image simply right click and click "save image as":
 - I'm proud to be a VA Nurse! #NursesWeek #NOVANurse
 - VA Nurses care for America's Heroes! #NursesWeek #NOVANurse
 - NOVA is proud to be the Voice of the VA Nurse! #NursesWeek #NOVANurse



Ideas for Celebrating Nurses Week

There are many ways to celebrate Nurses Week!

Here are a few tips.

- Celebrate Nurses Week by distributing [NOVA membership applications and materials](#).
- Organize and host an educational webinar on topics affecting VA Nurses and the Veterans they care for.
- Show your NOVA pride by wearing a [NOVA Nurses Week t-shirt and other great apparel](#).
- Raffle off or distribute [NOVA swag including pins, tumblers, pens and bumper stickers](#).
- Acknowledge and recognize VA nurses at your facility who have obtained a VA approved national certification.
- Promote your Nurses Day activities on social media. If you do not already have one, consider creating a Facebook page or event for your chapter.



NOVA Member-Get-A-Member Campaign

Tell your colleagues about NOVA...Recruit new members...WIN EXCITING PRIZES!!

Prizes

- Recruit 1 new member and receive a NOVA Pin & Bumper Sticker
- Recruit 5 new members and receive a NOVA Pin, Bumper Sticker & Tumbler
- Recruit 10 new members and receive a NOVA Pin, Bumper Sticker, Tumbler & Tee Shirt
- Recruit 20 new members and receive a NOVA Pin, Bumper Sticker, Tumbler, Tee Shirt, Bag and one (1) Complimentary Registration to the next upcoming NOVA Annual Meeting

Bonus Prizes

For each new member you recruit, you will receive one entry into a quarterly drawing for a chance to win one free year of NOVA Membership Dues (limit of one free year of membership per winner per year).



Program Rules

1. The NOVA fiscal year (January 1-December 31) is used to determine the number of new members who have joined as a result of your recruitment efforts.
2. Membership recruits must list your name on their membership application under “Recruited by” so you will get credit for their membership.
3. If you recruit a new member on payroll deduction you will receive credit for that new member when they appear on the National Office payroll deduction report.
4. New members must submit a completed membership application with payment (online, check or via payroll deduction report) in order to be counted.
5. Recruitment totals will be calculated in January 2021 so that the appropriate prize(s) can be sent to you based on the number of new members you have recruited.
6. Only current NOVA members are eligible to participate in the NOVA Member-Get-A-Member Program.
7. There is no limit to the number of potential members that can be recruited by a member.

* Don't forget to have membership recruits write your name on their membership application under "Recruited By" so you will get credit for their application!



Membership Applications and Promotional Materials

- [Membership Application](#)
 - [Membership Brochure](#)
 - [5 Reasons to Join Postcard](#)
 - [Membership Infographic](#)
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- To request hard copy membership materials to distribute at your facility, please contact NOVA's Membership Coordinator at nova@vanurse.org.



Share Your VA Nurse Story

We want to hear from you!

Share any articles, updates and pictures with captions that highlight the great work you do on behalf of Veterans every day. These can include local community activities with Veterans, health care initiatives at your facility, awards, chapter events or anything else that would be appropriate for social media. Your story may be shared on social media and in the NOVA News e-newsletter.

[Click here](#) to share your story!

